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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10/693,472

10/23/2003

Jody L. Novak-Torre

20-20 Solutions, Inc.

2573

28221 7590 01/26/2007  
PATENT DOCKET ADMINISTRATOR  
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EXAMINER

JANVIER, JEAN D

ART UNIT

PAPER NUMBER

3622

MAIL DATE

DELIVERY MODE

01/26/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Interview Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/693,472	NOVAK-TORRE, JODY L.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Jean Janvier	3622	

All participants (applicant, applicant's representative, PTO personnel):

- (1) Jean Janvier. (3) \_\_\_\_.
- (2) Daniel D. Sierchio. (4) \_\_\_\_.

Date of Interview: 23 January 2007.

Type: a) ☒ Telephonic b) ☐ Video Conference  
c) ☐ Personal [copy given to: 1) ☐ applicant 2) ☐ applicant's representative]

Exhibit shown or demonstration conducted: d) ☐ Yes e) ☐ No.  
If Yes, brief description: \_\_\_\_.

Claim(s) discussed: 1.

Identification of prior art discussed: 5,330,261, 5,966,696 and 4,674,041.


Agreement with respect to the claims f) ☐ was reached. g) ☐ was not reached. h) ☒ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See Continuation Sheet.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

  
Examiner's signature, if required

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Although the Applicants herein argues that Bennett and Giraud show displaying advertisements/promotions on an electronic display, however, Bennett and Giraud do not disclose that the promotions/advertisements are from a remote server remotely located. First, it appears that at least claim 1 does not recite a remote server located remotely from the display. Further, the server, as recited in the claim, is equivalent to or performs the duties of a workstation or terminal. To this end, Bennett discloses displaying promotional messages on an electronic display and it can be assumed therefrom that the electronic display is connected to a terminal/server that feeds it. Additionally, Giraud explicitly discloses a system for displaying on a display screen promotions to prospects, wherein the display screen is coupled to a workstation/server/terminal that feeds up or retrieves the promotions from an associated storage means. Second, contrary to the Applicant's findings, the Examiner submits that there is motivation to combine as featured in the Office Action.